



**\*\*\*NEWS FLASH\*\*\*NEWS FLASH\*\*\*NEWS FLASH\*\*\***

**NDA'S NEW AD CAMPAIGN TARGETS CALIFORNIA...  
AND GRABS ATTENTION IN TIME SQUARE TOO**

Facing a reported \$14.5 billion budget gap for fiscal year 2008/09, California has once again set itself on the path of drastic cuts and increased taxes. The Nevada Development Authority (NDA) is wasting no time making sure businesses in the Golden State start thinking about a move to the Silver State.

The NDA has launched a series of political cartoon advertisements appearing in major daily newspapers and key business publications across California over the next five months. The cartoons feature the California grizzly, which represents high taxes as a burden on business and offers Las Vegas as the business-friendly alternative. Touting no state corporate or personal income tax, excellent state incentives and one of the most entrepreneurial charged economies in the country, corporate California is already taking notice.

Others are taking notice too, namely the millions of people traveling through New York City's Time Square, where NDA's first ad appeared on the big screen. In addition to the over 100,000,000+ circulation the ad campaign has already garnered in print, television and online circulation, the "California Tax Bear" made its presence known on the opposite side of the country to New Yorkers and visitors alike making their way through the famous location.